

ORDER



KLAS

Orders
Order / Rev: 37654
Alt Order #: 08887100
Product Desc: Issue
Estimate: 1789
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 10/19/12 / 10/19/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency
Name: Mundy Katowitz Media
Buying Contact:
Billing Contact:
 1322 G Street SE
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Priorities USA Action
Demographic: A35+
Product Codes: PO1
Priority: LV1
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	10	\$40,800.00	\$34,680.00
10/29/12	10/29/12	2	\$8,000.00	\$6,800.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	10	\$40,800.00	\$34,680.00	0.00
November 2012	2	\$8,000.00	\$6,800.00	0.00
Totals	12	\$48,800.00	\$41,480.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$48,800.00
Market	100%	\$162,666.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$40,666.67
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$8,133.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/24/12	10/24/12	137-237a M-F Elec Plyg@M		137-237a	--W----	1:00	1	\$400.00	LV1	0.00	NM	1	\$400.00
TBD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----		1				\$400.00		0.00			
E 2	8	10/25/12	10/25/12		CM	137-237a	---T---	1:00	1	\$400.00	LV1	0.00	NM	1	\$400.00

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KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				137-237a M-F Elec Plygr										
				Electric Playground / ET		(1:37 XM-2:37 XM)								
TBD														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$400.00		0.00			
E 3	8	10/28/12	10/28/12	CBS News Sunday Morn	CM	CBS Sunday Morn-----S	1:00	1	\$8,000.00	LV1	0.00	NM	1	\$8,000.00
				CBS News Sunday Morning										
SUNDAY MRN-CBS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$8,000.00		0.00			
E 4	8	10/24/12	10/24/12	8 News Now 4p M-F	CM	4-5p--W----	1:00	1	\$5,000.00	LV1	0.00	NM	1	\$5,000.00
				8 News Now 4p M-F										
8-NOW 4PM/8-NOW 430PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1	\$5,000.00		0.00			
E 5	8	10/23/12	10/23/12	8 News Now Noon M-F	CM	12-1230p-T-----	1:00	1	\$4,000.00	LV1	0.00	NM	1	\$4,000.00
				8 News Now Noon M-F										
8-NOW NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$4,000.00		0.00			
E 6	8	10/23/12	10/23/12	Live w/Kelly	CM	9-10a-T-----	1:00	1	\$4,000.00	LV1	0.00	NM	1	\$4,000.00
				Live w/Kelly										
LIVE WITH KELLY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$4,000.00		0.00			
E 7	8	10/29/12	10/29/12	Live w/Kelly	CM	9-10aM-----	1:00	1	\$4,000.00	LV1	0.00	NM	1	\$4,000.00
				Live w/Kelly										
LIVE WITH KELLY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$4,000.00		0.00			
E 8	8	10/27/12	10/27/12	8 News Now Sat 11p	CM	11-1135p-----S-	1:00	1	\$5,000.00	LV1	0.00	NM	1	\$5,000.00
				8 News Now Sat 11p										
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$5,000.00		0.00			
E 9	8	10/24/12	10/24/12	Letterman	CM	1135p-1237a--W----	1:00	1	\$4,000.00	LV1	0.00	NM	1	\$4,000.00
				Letterman										
D LETTRMAN-CBS<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1	\$4,000.00		0.00			
E 10	8	10/29/12	10/29/12	Letterman	CM	1135p-1237aM-----	1:00	1	\$4,000.00	LV1	0.00	NM	1	\$4,000.00
				Letterman										
D LETTRMAN-CBS<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$4,000.00		0.00			
E 11	8	10/23/12	10/23/12	Ellen	CM	3-4p-T-----	1:00	1	\$5,000.00	LV1	0.00	NM	1	\$5,000.00
				Ellen										
ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$5,000.00		0.00			
E 12	8	10/26/12	10/26/12	Ellen	CM	3-4p----F--	1:00	1	\$5,000.00	LV1	0.00	NM	1	\$5,000.00
				Ellen										
ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$5,000.00		0.00			
												Totals	12	\$48,800.00